


Retrieval - Getting Information Out!

Recall: this is the measure of memory in which the person must retrieve information learned earlier as seen in a **fill-in-the-blank test**.

Recognition: the measure of memory in which the person need only identify items previously learned as seen in a **multiple-choice test**.

Relearning: a measure of memory that assesses the amount of time saved when relearning previously learned information. Once learned and forgotten, relearning something becomes quicker than when originally first learned. For example, playing a musical instrument after months/years without playing.



Dec 8-3:18 PM

Retrieval Cues:


1. Priming
 - identifying strands/associations that lead to a memory
 - Works best when the association is formed at the time of encoding.
 - Examples:
2. Context
 - similar surroundings may trigger déjà vu experience
 - triggering memory
 - Examples: writing a test in the same classroom where you learned the material,

Dec 8-3:19 PM

REST
 SNORE
 SOUND
 TIRED
 BED
 COMFORT
 AWAKE
 EAT
 WAKE
 DREAM
 SLUMBER
 NIGHT

Dec 8-3:19 PM

3. State Dependent Memory
 - Things learned in one (emotional) state are more easily recalled when in that same state.
 - Mood Congruent Memory
 - The tendency to recall experiences that are consistent with your current mood. This can maintain depression.



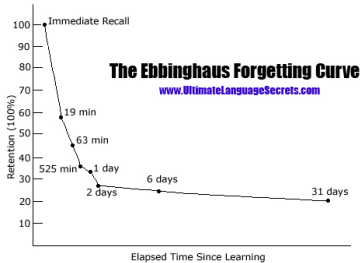
Dec 8-3:19 PM

1. Forgetting as Encoding Failure *Activity page 18*

- the brain is less responsive with age, so age-related forgetfulness is common
- unimportant information is not encoded because no effort is made
- absent-mindedness and inattention to detail produces encoding failure (thinking about what to have for supper as you lay down your keys)

2. Forgetting as Storage Decay

- unused information fades over time (transience)
- forgetting is initially rapid then levels off (ex. Language)



Dec 8-3:20 PM

3. Forgetting as Retrieval Failure

Learning some items may interfere with retrieving others.

Two types of interference are:

1. **Proactive interference (forward-acting):** this is the effect of prior learning on the recall of new information. For instance, old combination lock numbers may interfere with recalling of new numbers.
2. **Retroactive interference (backward-acting):** This is the effect of new learning on the recall of old information. For example, teachers who just learned students' names from their present class have trouble recalling previous class' students' names. Sometimes however old information gives us an advantage to learning new information. This is called **positive transfer** and an example of this would be when one's understanding of the French language helps you learn Spanish.

Dec 8-3:20 PM

4. Motivated Forgetting

We may revise/edit our memories in an attempt to protect/enhance self-image. Freud would suggest that memories are not forgotten but are repressed and that we do this in an attempt to protect our self-concept and to reduce anxiety. **Repression**, according to Freud's is the basic self-defense mechanism that banishes anxiety-arousing thoughts, feelings, and memories from consciousness. Although many believe that we tend to push painful memories into unconsciousness, many memory researchers feel that **repression rarely occurs**.

Dec 8-3:20 PM

Memory Construction-False Memories

Misinformation effect: the incorporation of misleading information into your memory of an event. We will often unintentionally fill in the gaps of our knowledge with misinformation (guesses & assumptions) in order to "complete" the memory. We later recall, the 'guessed' details as part of the memory. For instance, the stop sign that you ran becomes a yield sign in your recollection of the event.

Source amnesia: is when we attribute an event that we experienced, heard about, read about, or imagined to the wrong source. For example, we may see something in a movie that we later describe as something we read in the newspaper or saw on the news. Along with the misinformation effect, source amnesia is the basis for many of our false memories. Discerning whether or not a memory is based on fact or fiction is always a difficult task especially for crime investigators. See text...

Horizon: How Does Your Memory Work?



Dec 8-3:21 PM